

Message Text

UNCLASSIFIED

PAGE 01 KHARTO 00571 261205Z

73

ACTION AF-06

INFO OCT-01 NEA-10 ISO-00 EB-07 AGR-10 /034 W

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R 271133Z FEB 76

FM AMEMBASSY KHARTOUM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1214

AMEMBASSY JIDDA

UNCLAS KHARTOUM 0571

E.O. 11652: N/A

TAGS: BTRA, EAGR, SU

SUBJECT: AGRICULTURAL DEVELOPMENT CO., WORLDWIDE
(ADCW)

REF: KHARTOUM 528, AND PREVIOUS

1. DEPARTMENT AND USDOC SHOULD BE AWARE THAT SUDAN DEVELOPMENT CORP. CHAIRMAN MOHAMED ABDEL MAJID AHMED, UPON RECEIVING MORGAN'S PROPOSAL, WROTE AMBASSADOR PRIVATELY FEB 24 THAT HE DID NOT DESIRE TO MEET WITH MORGAN DUE TO "TENDENCY AND WORDING, AS WELL AS CONTENT" OF HIS LETTER (BEING POUCHED 2/28/76 TO USDOC/OIM). FORTUNATELY, QUESTION OF MEETING WITH AHMED OR ANYONE ELSE BECAME MOOT WHEN MORGAN ARRIVED KHARTOUM LATE AND HAD TO LEAVE EARLY. AFTER LONG TELCON WITH EMBOFF, MORGAN SOMEWHAT SHEEPISHLY SAID HE WOULD GO BACK TO DRAWING BOARD AND PLAN WHOLE NEW APPROACH, RELYING ON USDOC AND EMBASSY ADVICE AND ASSISTANCE. EMBOFF GENTLY SUGGESTED HE TELL US WHAT HIS FIRM HAS DONE AND CAN DO, NOT HOW ADCW PROPOSES SOLVE PROBLEMS OF COUNTRY WITH WHICH IT NOT FAMILIAR.

2. COMMENT: CASE NOW CLOSED AS FAR AS WE ARE CONCERNED, ILLUSTRATES PROBLEM WHICH MAY OCCUR MORE OFTEN IN FUTURE AS WORD OF SUDAN'S POTENTIAL GETS AROUND: NAMELY, AMATEURISH MARKETING EFFORTS OF
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WELL-MEANING FIRMS WHICH KNOW PRACTICALLY NOTHING

ABOUT COUNTRY OR WAYS OF DOING BUSINESS HERE. WE
TRUST DEPARTMENT AND USDOC WILL WORK WITH US TO
EXTENT POSSIBLE TO MINIMIZE SUCH INCIDENTS IN FUTURE.
BREWER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INVESTMENTS, NEGOTIATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 27 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976KHARTO00571
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760072-1204
From: KHARTOUM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976026/aaaaaejh.tel
Line Count: 65
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 KHARTOUM 528
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 20 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 JUL 2004 by schwenja>; APPROVED <02 SEP 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AGRICULTURAL DEVELOPMENT CO., WORLDWIDE (ADCW)
TAGS: BTRA, EAGR, SU, SUDAN DEVELOPMENT CORP
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006